

City of Littleton 2018 Resident Survey

Please have an adult age 18 or older that most recently had a birthday complete this survey. Year of birth plays no role in the selection. Your responses are anonymous and will be reported in group form only. Thank you for completing this survey!

1. Please rate each of the following aspects of quality of life in Littleton.

	Excellent	Good	Fair	Poor	Don't know
Littleton as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Littleton as a place to raise children	1	2	3	4	5
Littleton as a place to retire.....	1	2	3	4	5
Littleton as a place to work.....	1	2	3	4	5
Overall quality of life in Littleton	1	2	3	4	5

2. What are your reasons for living in Littleton? (Please select all that apply.)

- ☐ I feel safe here ☐ I like the school my children attend ☐ Sense of community
☐ I like the location in general ☐ I like living in a college town ☐ Housing and rental rates are affordable
☐ Cost of living is affordable ☐ I like my neighborhood ☐ Other _____
☐ I've always lived here ☐ I have friends and family in the area

3. To what extent do you agree or disagree that each statement below describes the City of Littleton?

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
The city is a safe community.....	1	2	3	4	5
The city has a low crime rate	1	2	3	4	5
The city supports local businesses	1	2	3	4	5
Littleton has tight-knit neighborhoods	1	2	3	4	5
The city offers the best schools	1	2	3	4	5
Littleton has an effective city government	1	2	3	4	5
Traffic flows well on city streets	1	2	3	4	5

4. Please identify up to three issues you believe are the most pressing issues facing Littleton in the next two years.

- ☐ Job growth ☐ Street maintenance ☐ Alternative energy sources
☐ Traffic in general ☐ Aging or outdated commercial areas ☐ Open space
☐ Business retention ☐ Leisure activities ☐ Maintenance of city properties and buildings
☐ Neighborhoods ☐ Crime reduction ☐ Other: _____
☐ Trails ☐ Traffic light synchronization
☐ Community image ☐ Business attraction

5. Please tell us how safe you feel in each of the following areas in Littleton.

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Don't know
Downtown Littleton during the day	1	2	3	4	5
Downtown Littleton at night	1	2	3	4	5
Your neighborhood during the day.....	1	2	3	4	5
Your neighborhood at night.....	1	2	3	4	5
Parks, trails, natural open space areas	1	2	3	4	5
Littleton overall during the day	1	2	3	4	5
Littleton overall at night	1	2	3	4	5

6. You have the option to shop locally in Littleton, in other cities, or on the Internet. All things being equal, how important do you think it is to shop locally in Littleton?

- ☐ Essential ☐ Very important ☐ Somewhat important ☐ Not at all important ☐ Don't know

7. How important is it for Littleton to promote itself as a location for business, shopping, recreation and entertainment?

- ☐ Essential ☐ Very important ☐ Somewhat important ☐ Not at all important ☐ Don't know

8. First, please rate the *quality* of each of the following in Littleton. Then, rate how *important*, if at all, each is to you.

	<u>Quality</u>					<u>Importance</u>				
	Excellent	Good	Fair	Poor	Don't know	Essential	Very important	Somewhat important	Not at all important	Don't know
Appearance of city	1	2	3	4	5	1	2	3	4	5
Shopping opportunities	1	2	3	4	5	1	2	3	4	5
Job opportunities	1	2	3	4	5	1	2	3	4	5
Historic preservation.....	1	2	3	4	5	1	2	3	4	5
Economic development	1	2	3	4	5	1	2	3	4	5
Public transit services	1	2	3	4	5	1	2	3	4	5
Traffic flow	1	2	3	4	5	1	2	3	4	5
Snow plowing.....	1	2	3	4	5	1	2	3	4	5
Downtown parking	1	2	3	4	5	1	2	3	4	5
Parks and trails.....	1	2	3	4	5	1	2	3	4	5
Recreation opportunities.....	1	2	3	4	5	1	2	3	4	5
Open space areas.....	1	2	3	4	5	1	2	3	4	5
Environmental sustainability	1	2	3	4	5	1	2	3	4	5
Littleton Fire Rescue	1	2	3	4	5	1	2	3	4	5
Littleton Police Department.....	1	2	3	4	5	1	2	3	4	5
Traffic enforcement	1	2	3	4	5	1	2	3	4	5
Code enforcement	1	2	3	4	5	1	2	3	4	5
Municipal Court	1	2	3	4	5	1	2	3	4	5
Online payments of fines and services	1	2	3	4	5	1	2	3	4	5
Bemis Library	1	2	3	4	5	1	2	3	4	5
Littleton Museum	1	2	3	4	5	1	2	3	4	5
Hudson Gardens	1	2	3	4	5	1	2	3	4	5
Carson Nature Center	1	2	3	4	5	1	2	3	4	5
South Platte Park	1	2	3	4	5	1	2	3	4	5
Buck Recreation Center	1	2	3	4	5	1	2	3	4	5
City-sponsored special events	1	2	3	4	5	1	2	3	4	5
Town Hall Arts Center	1	2	3	4	5	1	2	3	4	5
Leaf and tire recycling.....	1	2	3	4	5	1	2	3	4	5
Household Haz Mat Roundup	1	2	3	4	5	1	2	3	4	5
City management.....	1	2	3	4	5	1	2	3	4	5

9. Please rate the following areas of transportation in Littleton.

	Excellent	Good	Fair	Poor	Don't know
Ease of driving.....	1	2	3	4	5
Ease of traveling by bus (RTD)	1	2	3	4	5
Ease of traveling by light rail.....	1	2	3	4	5
Ease of walking in the city.....	1	2	3	4	5
Ease of traveling by bicycle.....	1	2	3	4	5
Traffic congestion	1	2	3	4	5
Street maintenance	1	2	3	4	5
Omnibus/Shopping Cart senior and disabled van service	1	2	3	4	5
Downtown Littleton light rail station.....	1	2	3	4	5
Mineral Avenue light rail station	1	2	3	4	5

10. Please circle the number that comes closest to your opinion about Littleton's Bemis Public Library and its services:

	Excellent	Good	Fair	Poor	Don't know
Library programs (e.g., story time, Summer Reading program, etc.)	1	2	3	4	5
Library services (e.g., reference desk, check out, etc.)	1	2	3	4	5
Internet and computer services.....	1	2	3	4	5
Online services at www.littletongov.org/bemis accessed from home or elsewhere (e.g., book holds, access databases, research, etc.)	1	2	3	4	5
Materials and collections.....	1	2	3	4	5
Library building and grounds	1	2	3	4	5
Overall performance of the library	1	2	3	4	5

11. Please circle the number that comes closest to your opinion about the Littleton Museum and its services:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Museum programs (e.g., lectures, classes, special events – Holiday's Eve, Sheep to Shawl, spring planting)	1	2	3	4	5
Wednesday evening free summer concerts	1	2	3	4	5
Museum research center	1	2	3	4	5
Museum rotating exhibits	1	2	3	4	5
Art shows in the galleries	1	2	3	4	5
Living History Farms/Historic Site Interpreters	1	2	3	4	5
Museum building and grounds	1	2	3	4	5
Overall performance of the Littleton Museum	1	2	3	4	5

12. If you had contact with the City of Littleton Police Department, please indicate about how many times you've been in contact over the last 12 months.

☐ Zero times (go to question 14) ☐ 1-2 times ☐ 3-5 times ☐ 6-8 times ☐ 9 or more times

13. Based on your most recent contact with a member of the Littleton Police Department, please rate each of the following aspects of the employee with whom you had contact.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Fairness	1	2	3	4	5
Responsiveness to requests and/or needs	1	2	3	4	5
Level of interest in addressing your concerns	1	2	3	4	5
Helpfulness	1	2	3	4	5
Courteousness	1	2	3	4	5
Knowledge	1	2	3	4	5
Timeliness of handling the situation	1	2	3	4	5
Use of force in fair and effective way	1	2	3	4	5
Resolution of concerns	1	2	3	4	5
Overall impression of staff members	1	2	3	4	5

14. Please rate the job the Littleton Police Department does at each of the following in Littleton.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Crime prevention	1	2	3	4	5
Crime solving	1	2	3	4	5
Maintaining public order	1	2	3	4	5
Providing public information and education	1	2	3	4	5
Protecting individual civil rights	1	2	3	4	5
Assisting fire responders with disasters	1	2	3	4	5

15. Please rate the Littleton Police Department on the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Being trustworthy	1	2	3	4	5
Acting in the best interest of the community	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5
Being sensitive to residents' concerns	1	2	3	4	5
Responding to citizens' emergency calls for service	1	2	3	4	5
Caring about the well-being of the people they deal with	1	2	3	4	5
Working with people in your neighborhood to solve neighborhood problems	1	2	3	4	5
Communicating regularly with community members (e.g., websites, emails or public meetings)	1	2	3	4	5
Inviting community members to provide input (e.g., comments, suggestions and concerns)	1	2	3	4	5

16. Overall, how would you rate the quality of municipal services provided by the City of Littleton?

☐ Excellent ☐ Good ☐ Fair ☐ Poor ☐ Don't know

17. Please rate the following categories of Littleton government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The direction the city is taking with respect to open space, trails and parks.....	1	2	3	4	5
Attracting companies to locate in Littleton	1	2	3	4	5
The job the city government does at welcoming citizen involvement	1	2	3	4	5
Opportunities to participate in city government decisions	1	2	3	4	5
Responding to citizen complaints and concerns.....	1	2	3	4	5
Holding public meetings about city plans.....	1	2	3	4	5
Littleton's elected officials' consideration of what people like me think	1	2	3	4	5
Littleton's government as an example of how best to provide services	1	2	3	4	5
The city manager's management of city operations	1	2	3	4	5
The quality of work provided by City of Littleton employees.....	1	2	3	4	5
Spending local tax dollars wisely	1	2	3	4	5
The value of services for the property taxes paid to Littleton.....	1	2	3	4	5
A city government that is run efficiently	1	2	3	4	5
Running Littleton's local government in the best interest of residents	1	2	3	4	5
Being transparent and accountable to the public	1	2	3	4	5
Providing information about city plans and programs	1	2	3	4	5
The overall direction the city is taking.....	1	2	3	4	5

18. To what extent do you trust that the decisions made by city council represent the best interest of citizens?

- ☐ To a great extent
☐ To a moderate extent
☐ To a small extent
☐ Not at all
☐ Don't know

19. Thinking about what you currently know regarding each of the following city council goals and objectives, please indicate whether you feel the city should apply more effort, the same amount of effort, or less effort toward each.

	<u>More effort</u>	<u>Same effort</u>	<u>Less effort</u>	<u>Don't know</u>
Assure a Financially Sound City Government	1	2	3	4
Provide a Safe Community to Live, Work and Play.....	1	2	3	4
Develop and Maintain the Public Infrastructure.....	1	2	3	4
Preserve and Cultivate a Quality Community	1	2	3	4
Pursue a Balanced and Sustainable Local Economy	1	2	3	4
Promote Environmental Sustainability	1	2	3	4
Foster Community Involvement, Communication and Trust	1	2	3	4

20. Thinking about the next five to eight years, how important is each of the following potential projects in Littleton? Please first circle the number which best fits your opinion for each item. Then, check the ONE circle for the item you think is the most important future project for Littleton.

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>	<u>Don't know</u>	<u>Most important</u>
Reducing traffic congestion on city streets	1	2	3	4	5	<input type="radio"/>
Maintaining and improving city infrastructure (e.g., streets, sidewalks, buildings, etc.).....	1	2	3	4	5	<input type="radio"/>
Building new trails	1	2	3	4	5	<input type="radio"/>
Continuing preservation programs for historic buildings.....	1	2	3	4	5	<input type="radio"/>
Partnering strategically and financially with the private sector in development	1	2	3	4	5	<input type="radio"/>
Redeveloping older neighborhoods.....	1	2	3	4	5	<input type="radio"/>
Redeveloping aging shopping centers	1	2	3	4	5	<input type="radio"/>
Expanding programs for youth	1	2	3	4	5	<input type="radio"/>
Expanding programs for seniors	1	2	3	4	5	<input type="radio"/>
Expanding programs for immigrants	1	2	3	4	5	<input type="radio"/>

21. Please indicate how much of a priority, if at all, you think it is for the City of Littleton Police Department to focus resources on each of the following areas in the next two years.

	High priority	Medium priority	Low priority	Not a priority	Don't know
Traffic issues/residential speeding	1	2	3	4	5
Vandalism/graffiti	1	2	3	4	5
Fraud/identity theft	1	2	3	4	5
School safety (bullying, fighting, weapons)	1	2	3	4	5
Homeless/transient-related issues	1	2	3	4	5
Gang activity	1	2	3	4	5
Violent crimes	1	2	3	4	5
Property crimes	1	2	3	4	5
Hate crimes	1	2	3	4	5
Disorderly conduct/public intoxications/noise violations	1	2	3	4	5
Disorderly youth/underage drinking	1	2	3	4	5
Drug abuse (manufacture, sale, or use of illegal/prescription drugs)	1	2	3	4	5

22. The city currently has a budget shortfall to fund all the needed improvements to aging infrastructure, such as maintaining streets to an adequate level, maintaining and adding sidewalks and maintaining existing buildings. If the city asked voters to pass a sales and use tax increase of three-quarters of a cent (\$0.0075) on every \$1 which would sunset (expire) in 15 years, to what extent would you support or oppose this increase?

☐ Strongly support ☐ Somewhat support ☐ Somewhat oppose ☐ Strongly oppose ☐ Don't know

23. A three-quarters of a cent sales and use tax increase will generate approximately \$8.7 million a year, which will help to cover a portion of the costs to make the needed improvements. However, a higher sales and use tax increase would allow more improvements to be made sooner, while a lower sales and use tax increase would allow fewer improvements over a longer period of time. Thinking about a potential sales and use tax increase, which of the following statements best describe your opinion? Please select only one.

- ☐ I'd rather pay a 1 cent (\$0.01) sales and use tax increase to complete more of the needed improvements sooner
- ☐ A three-quarters of a cent (\$0.0075) sales and use tax increase sounds like the right amount to me
- ☐ I'd rather pay one-half of a cent (\$0.005) sales and use tax increase and complete fewer of the needed improvements over a longer period of time
- ☐ I do not want a sales and use tax increase

24. To what extent would you support or oppose a lodging tax that hotel room visitors would pay with the money to be used for tourism, marketing and promotion of Littleton?

☐ Strongly support ☐ Somewhat support ☐ Somewhat oppose ☐ Strongly oppose ☐ Don't know

25. Please indicate how important it is to you, if at all, to receive information from the city about each of the following topics.

	Essential	Very important	Somewhat important	Not at all important	Don't know
Special events (e.g., concerts, races, festivals)	1	2	3	4	5
Police/crime data	1	2	3	4	5
City finances/budget	1	2	3	4	5
Development projects (new residential or commercial buildings or sites)	1	2	3	4	5
Demographics of the community	1	2	3	4	5
Public asset conditions (streets, city buildings/facilities, etc.)	1	2	3	4	5
Code enforcement requirements and current activity	1	2	3	4	5
Street/traffic/road work	1	2	3	4	5
Community planning (land uses, transportation, etc.)	1	2	3	4	5
Economic development	1	2	3	4	5
City council decisions	1	2	3	4	5

Other topics you would like to receive information about: _____

26. Please indicate whether each of the following is a major source, minor source or not a source of information for you when looking for information about the City of Littleton.

	Major source	Minor source	Not a source
The <i>Littleton Report</i> (bi-monthly city newsletter)	1	2	3
The <i>Littleton Independent</i> (weekly, privately-owned newspaper)	1	2	3
<i>Denver Post</i>	1	2	3
The <i>Villager</i> (weekly, privately-owned newspaper)	1	2	3
Littletongov.org (official city website)	1	2	3
Openlittleton.org (citizen engagement website)	1	2	3
Littletonrocks.com (events website)	1	2	3
go2littleton.com (economic development website)	1	2	3
The City of Littleton's Facebook page (www.facebook.com/CityofLittleton) ...	1	2	3
The City of Littleton on Twitter (www.twitter.com/CityofLittleton)	1	2	3
Comcast Cable Channel 8 (city government access channel)	1	2	3
Yourhub	1	2	3
NextDoor.com	1	2	3

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How many years have you lived in Littleton?

- ☐ Less than one year ☐ 11-15 years
☐ 1-5 years ☐ More than 15 years
☐ 6-10 years

D2. How many people (including yourself) live in your household? _____

D3. How many children 12 or younger live in your household?

D4. How many teenagers ages 13 to 17 live in your household?

D5. How many people (including yourself) age 55 or older live in your household? _____

D6. Which best describes the building you live in?

- ☐ One family house detached from any other houses
☐ House attached to one or more houses (e.g., a duplex or townhome)
☐ Building with two or more apartments or condos
☐ Mobile home
☐ Other

D7. Do you rent or own your home?

- ☐ Rent
☐ Own

D8. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income, money from all sources for all persons living in your household.)

- ☐ Less than \$25,000 ☐ \$75,000 to \$99,999
☐ \$25,000 to \$34,999 ☐ \$100,000 to \$149,999
☐ \$35,000 to \$49,999 ☐ \$150,000 to \$199,999
☐ \$50,000 to \$74,999 ☐ \$200,000 or more

D9. What is your level of education?

- ☐ 0-11 years
☐ High school graduate
☐ Some college, no degree
☐ Associate degree
☐ Bachelor's degree
☐ Graduate or professional degree

Please respond to both question D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

- ☐ No, not Spanish, Hispanic or Latino
☐ Yes, I consider myself to be Spanish, Hispanic or Latino

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- ☐ American Indian or Alaskan Native
☐ Asian, Asian Indian or Pacific Islander
☐ Black or African American
☐ White
☐ Other

D12. In which category is your age?

- ☐ 18-24 years
☐ 25-34 years
☐ 35-44 years
☐ 45-54 years
☐ 55-64 years
☐ 65-74 years
☐ 75 years or older

D13. What is your gender?

- ☐ Female
☐ Male

Thank you very much! Please return the completed survey in the postage-paid envelope provided to:

National Research Center, Inc.,
PO Box 549, Belle Mead, NJ 08502